



# **INVESTMENT CASE STUDY**

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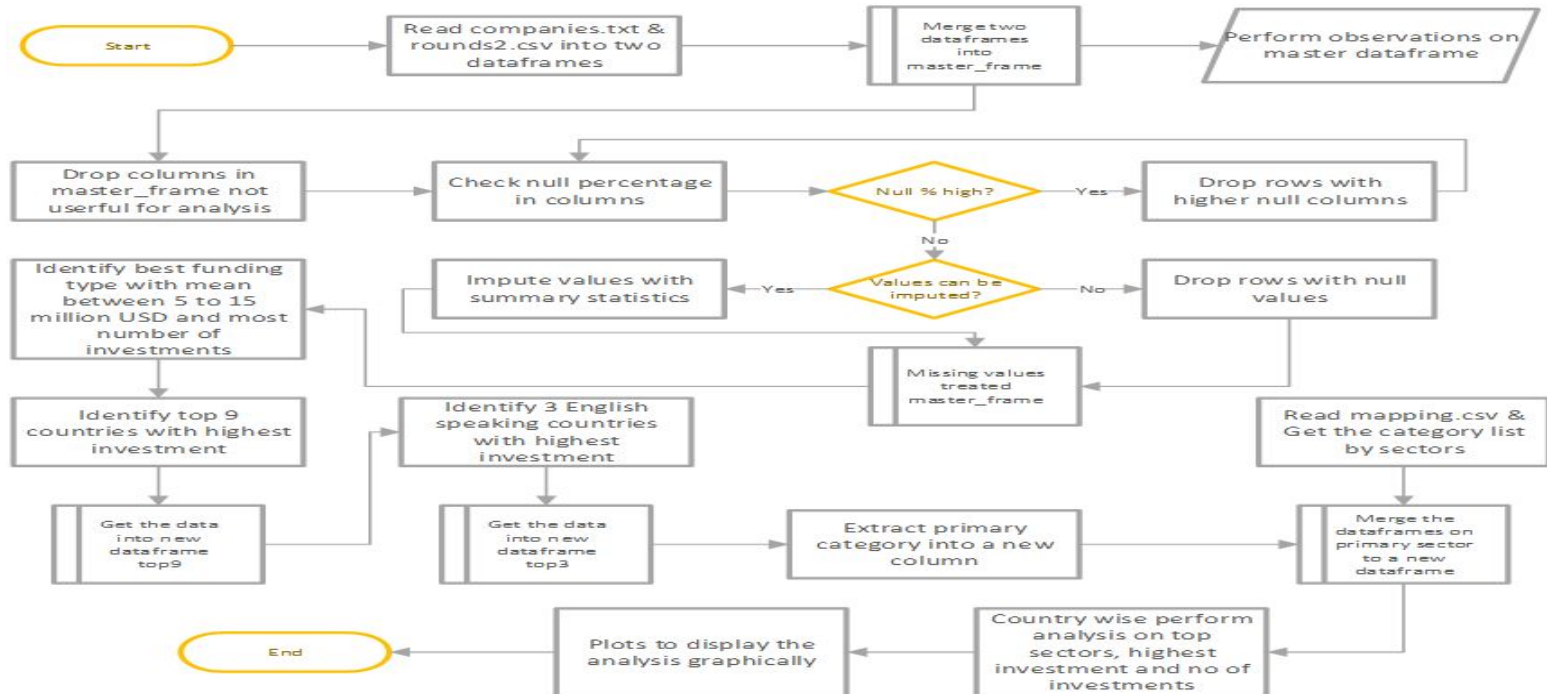
# Abstract

The objective is to identify the best sectors, countries, and a suitable investment type for making investments for Spark Funds considering the investments in range of 5 to 15 million USD in English speaking countries.

The data obtained is from crunchbase.com and the strategy is to identify where the most investors are investing. 77.02% of data retained after handling the missing data .As per the analysis on that data we identified –

- **Venture** type as the preferred type of investment.
- **US, Great Britain, India** as the preferred countries to invest.
- **Others, Cleantech/Semiconductors, Social Finance Analytics Advertising, News Search and Messaging, Entertainment** as preferred sectors to invest in those countries.

# Problem solving FlowChart



## Analysis – Investment Type

1. For choosing the best investment the metrics with average funding amount between 5 to 15 million USD and the funding type with highest number of investments are considered.
2. As part of handling the missing data additional columns (funding\_round\_code, founded\_at, homepage\_url, state\_code, region) and null rows are removed.
3. 77.02 % of data retained after treating the missing data
4. Startup funding types Seed, Angel, Venture and Private Equity are considered for the investment range between 5 to 15 million USD
5. The average funding amount and number of investments on the funding type are mentioned in the table

Funding Type	Avg. Funding Amount(USD )	No. Of Investments
Venture	11724222.690	47809
Seed	747793.682	21095
Angel	971573.891	1320



## Analysis - Countries

1.Of the Venture investment type, the countries with highest investment amount and English as an official language are considered the best for investment for Spark Funds

2.Here the data is not filtered in the range of 5 to 15 million and all the investment amounts are considered to find the best countries for investment.

3.The table shows the investment amounts of top 9 countries.

4.Only USA, GBR, IND, CAN are English speaking countries in the above table

5.Though China has second highest investments it is not considered as best country to invest in as English is not official language

**USA, GBR and IND are considered as the top 3 best countries for Spark Funds to invest in.**

Country Code	Total Invest Amount (USD)
USA	420068029342
CHN	39338918773
GBR	20072813004
IND	14261508718
CAN	9482217668
FRA	7226851352
ISR	6854350477
DEU	6306921981
JPN	3167647127



## Analysis - Sectors

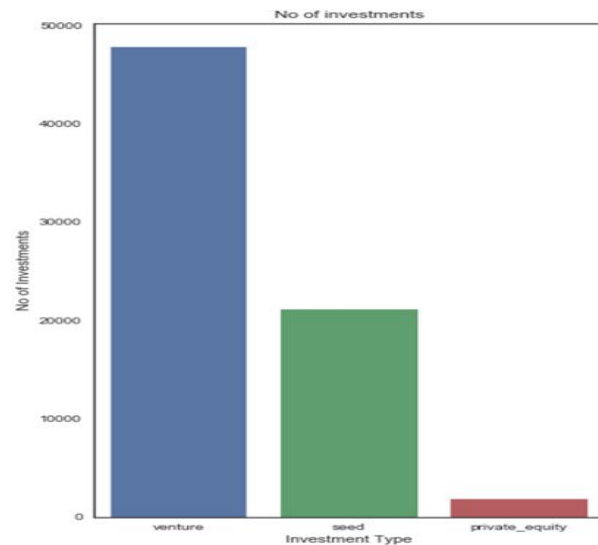
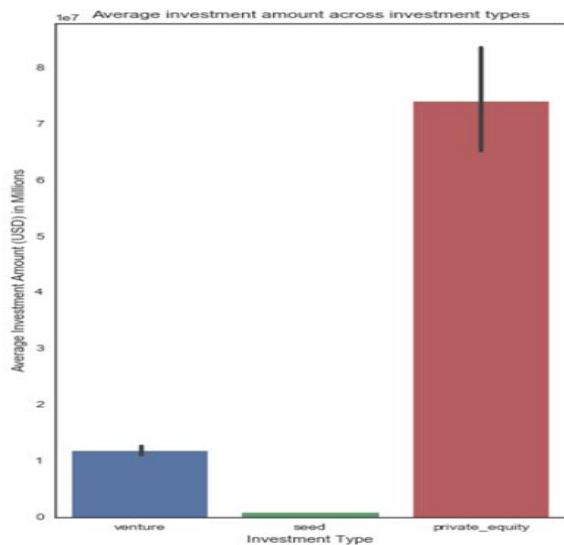
- 1.All the primary categories of investments are mapped to 8 sectors.
- 2.Investments of the Venture type and in the range of 5 to 15 million USD are considered.
- 3.Only top three English speaking countries with highest investments are considered.
- 4.Sectors with the highest number of investments are considered as the best countries to invest in.
- 5.The table shows the number of investments for each sector in each country.
- 6.The best sectors are highlighted in Green and the observations are as follows
  - Best sectors to invest in USA – Others, Cleantech/Semiconductors, Social Finance Analytics & Advertising
  - Best sectors to invest in GBR - Others, Cleantech/Semiconductors, Social Finance Analytics & Advertising
  - Best sectors to invest in IND – Others, News Search and Messaging, India

Sectors	USA	GBR	IND
Others	2923	143	109
Cleantech / Semiconductors	2297	127	20
Social, Finance, Analytics, Advertising	1912	98	32
News, Search and Messaging	1563	73	52
Automotive & Sports	167	16	13
Health	908	24	19
Manufacturing	799	42	21
Entertainment	580	54	33

## Results – Investment Analysis

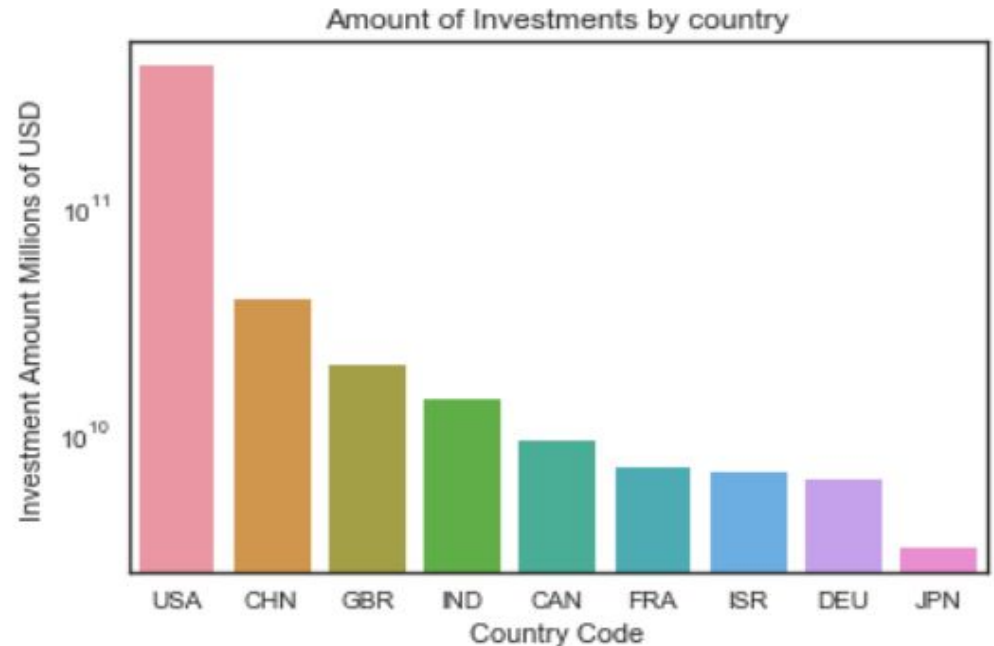
Left plot – Bar plot of Avg amount of investments against Investment type

Right plot – Count plot of No of investments against Investment type



## Results – Country Analysis

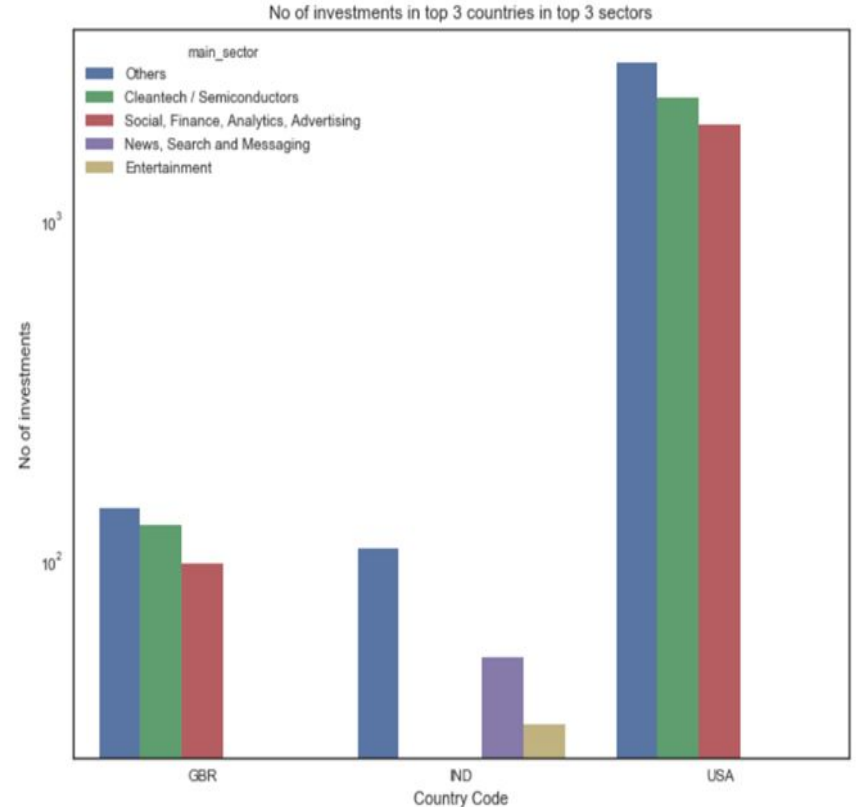
- The bar plot shows the amount of investments by country code of venture investment type in decreasing order.
- USA, CHN, GBR, IND, CAN, FRA, ISR, DEU, JPN are top 9 countries to investment.
- USA, GBR, IND are top three English speaking countries to invest





## Results – Sector Analysis

- The bar plot shows the top 3 sectors to invest for Venture type in top 3 countries in the range of 5 to 15 million USD
- Others, Cleantech / Semiconductors, Social Finance Analytics Advertising best sectors to invest in USA and GBR
- Others, News Search and Messaging, Entertainment best sectors to invest in IND





# Conclusions

Based on the analysis performed here are the conclusions for the best investment type, best countries and sectors to invest in

- **Best Investment Type** – Venture
- **Best Countries to Invest** – USA, Great Britain, India which are English speaking
- **Best Sectors to Invest** – Others, Cleantech / Semiconductors, Social Finance Analytics Advertising, News Search and Messaging, Entertainment are the best sectors to invest